Zifan Zeng

Pronouns: She/Her
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Education

University of Leeds | Leeds, UK

BA Digital Media (Sep 2024–Present)

- Relevant Modules: Interface Design, Understanding Digital Media, Introduction to Media & Communication Research
- Self-learning programming (Python, HTML/CSS) and AI fundamentals through online courses.

Professional Experience

Campus Journalist & Editor | University of Leeds

Sep 2024–Present

- Produce and edit digital content for campus media platforms, collaborating with a team of 10+ members to meet weekly deadlines.
- Increased reader engagement by 25% through data-driven topic selection and multimedia storytelling.

Private Tutor (Chinese Language) | Remote

2021–2023

- Designed customized lesson plans for 15+ middle school students, improving average test scores by 30%.
- Integrated digital tools (e.g., interactive quizzes) to enhance remote learning efficiency.

Skills

- **Technical:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Python (Basic), HTML/CSS, Data Analysis
- **Languages:** Mandarin (Native), English (Fluent), French (Basic)
- **Other:** Cross-cultural Communication, Team Leadership, Ethical AI Advocacy

Projects & Interests

AI Ethics Research Initiative | Self-Directed

- Conducted independent study on bias mitigation in generative AI models, summarizing findings in a blog series.

Interests: NLP applications in media, sustainable tech, Franco-Chinese cultural exchange.